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**THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, BRAND TRUST  
ON REPURCHASE INTENTION AMONG CONSUMERS OF AESPA EDITION  
OF NABATI PRODUCTS IN SURABAYA**



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**Abstract**

This study aims to analyze the influence of Brand Ambassador, Brand Image, and Brand Trust on repurchase intention among consumers of Nabati Aespa edition in Surabaya. This study used a quantitative method with a descriptive and causal approach. Data were collected through a questionnaire administered to members of Mys Surabaya. Data were measured using a Likert scale, and the analysis process included validity, reliability, classical assumptions, F-test, and t-test. The results showed that simultaneously, brand ambassador, brand image, and brand trust had a significant influence on repurchase intention. Meanwhile, partially, brand ambassadors and brand image have a significant effect on repurchases, but brand trust does not. This finding indicates that brand ambassadors and brand image are more effective in encouraging repurchases than brand trust in this case. Companies can increase repurchases by strengthening the role of credible and inspiring brand ambassadors, building a positive brand image through consistent communication and engaging storytelling, and increasing brand trust through maintained product quality and satisfactory after-sales service.

**Keywords:** Brand Ambassador, Brand Image, Brand Trust, Repurchase Intention

## INTRODUCTION

Snacks are a part of Indonesian culinary culture. Indonesians consume snacks not only to fill the gap between meals and temporarily satisfy hunger, but also as part of a lifestyle that reflects individual tastes and consumption habits. The Indonesian snack industry is experiencing rapid growth, with a wide variety of products on offer. Fierce competition forces producers to continuously innovate, both in terms of taste, packaging, and nutritional value. This creates opportunities for new products that can meet the increasingly diverse consumer tastes.

Nabati is one of the most popular snack products in Indonesia. Nabati snack products are produced by PT Kaldu Sari Nabati and come in a wide variety of categories, including wafers, biscuits, and snacks. The diverse range of Nabati snack products forces the company to maintain stable sales by increasing sales. PT. Kaldu Sari Nabati has implemented marketing innovations for its products. PT. Kaldu Sari Nabati launched promotional editions of Nabati and AESPA as part of its efforts to boost and improve product marketing.

Aespa is one of the *K-Pop Girl Group* popular consisting of 4 members. *K-pop*, or *Korean Pop*, is a music genre that originated in South Korea and has grown rapidly in recent decades. *K-pop*, or *Korean Pop*, is not only a popular music phenomenon, but has also developed into a global cultural force that influences various aspects of life, including the world of marketing and business. In the contemporary world of marketing, the use of celebrities or famous figures as brand ambassadors has become one of the most effective strategies in attracting consumer attention, increasing brand awareness, and driving purchasing decisions. After brand ambassador Aespa other factors that influence product repurchase are: brand image and brand trust. In the context of Nabati products, specifically wafers from PT Kaldu Sari Nabati, a positive brand image can increase consumer loyalty and repurchase intention. Furthermore, brand trust. Brand image also plays a significant role in influencing consumer repurchase decisions. A trusted brand creates a sense of security and reduces perceived risk in product consumption, thus encouraging repeat purchases.

## REVIEW OF LITERATURE

### Brand Ambassador

A brand ambassador is someone who can attract and engage potential customers to use a brand's products or services. Brand ambassadors can help build a stronger emotional bond between customers and the company's brand. To compete in the modern marketplace, it's difficult to market products without using brand ambassadors. Selecting the right brand ambassadors will help customers remember the brand and help it remain relevant in a competitive environment. Fitrianto et al. (2020) define a brand ambassador as a well-known person or figure who has a familiarity in the world of advertising and promotion, tasked with promoting a product or service. In order for this role to run effectively, the success of a brand ambassador is measured through several indicators, namely visibility, credibility, attraction, and power.

### Brand Image

Brand image is the perception or image that lingers in the minds of consumers regarding a brand. This perception is formed from consumer experiences, communication,

and interactions with the brand (Keller, 2020; Haikal & Dyah Handayani, 2021 in the Indonesian context). Consumers who are accustomed to using a particular brand tend to have consistency in their brand image, which can then be a perception related to the elements of belief in the consumer's mind about a particular brand, in order to differentiate it from other brands. Therefore, it can be concluded that brand image refers to attitudes, beliefs, and preferences towards a brand. To determine the strength of a brand's brand image, there are several indicators: brand image, user image, and product image.

### **Brand Trust**

According to Kotler & Armstrong (2007: 112) Brand trust has a very large influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, products with that brand will be difficult to develop in the market. Conversely, if the brand is trusted by consumers, then products with that brand will be able to continue to develop in the market. (Pandiangan et al., 2021). To find out how high consumer trust is in a brand, there are several indicators, namely, the dimension of viability, and the dimension of intentionality.

### **Repurchase Intention**

The definition of repurchase interest according to states that repurchase interest is consumer behavior where consumers have a desire to choose a product based on experience in choosing, using, and consuming or even wanting a product. According to (Hendarsono 2013) repurchase interest is basically customer behavior where customers respond positively to what has been given by a company and are interested in making repeat visits or re-consuming the company's products.

So, repeat purchase interest is an urge that arises within a person to buy goods and services again based on experience and fulfillment of needs.(Ardian & Sudrartono, 2021).

### **Relationship between brand ambassador, brand image, and brand trust with repurchase intention**

Brand ambassadors can influence repurchases through several psychological and social mechanisms. This will then create an emotional bond with consumers, increase loyalty, and build a positive perception of the product. A good brand ambassador can also reduce the perception of risk and increase the value of the product in the eyes of consumers, encouraging repeat purchases. A brand with a positive and strong image will increase consumer trust, which in turn can encourage repeat purchases. A positive brand image creates the perception of high quality, consistency, and added value, leading to consumer satisfaction and loyalty to the product. Brand trust plays a crucial role in influencing consumer repurchase decisions. When consumers have high trust in a brand, they tend to feel more secure and comfortable in making repeat purchases.

Overall, these three variables brand ambassadors, brand image, and brand trust reinforce each other in influencing consumer repurchase intentions. Brand ambassadors play a role in enhancing brand image through their influence and credibility; a positive brand image builds favorable and emotional perceptions of the brand; and brand trust strengthens consumer confidence in product quality and consistency. When these three elements work

together, they create a strong relationship between consumers and brands, thus driving higher and more sustainable repurchase decisions.

## RESEARCH METHOD

The researcher uses an associative type of research, which is a form of study involving at least two variables that are interconnected. This research aims to identify a cause and effect relationship between the independent variables Brand Ambassador(X1), Brand Image (X2), and Brand Trust (X3) and the dependent variable, Repurchase Intention (Y). And the type of approach used in this study is a quantitative approach.

The instrument used in this study was a structured questionnaire consisting of two main sections: respondent demographic data and measurement of research variables. The first section covered basic respondent information such as age, gender, occupation, and purchasing patterns. The second section contained statements measuring variables such as brand ambassadorship, brand image, brand trust, and repurchase intention, using a Likert scale to assess respondents' perceptions of each variable.

The obtained data were then analyzed using multiple linear regression to examine the relationship between the independent and dependent variables. Prior to the analysis, the instruments were tested for validity and reliability to ensure consistency in variable measurement. Furthermore, classical assumption tests, such as normality, multicollinearity, and heteroscedasticity, were conducted to ensure the regression model met applicable statistical standards.

Hypothesis testing was conducted using several statistical methods, including the t-test (partial) which aims to evaluate the influence of each independent variable on the dependent variable individually, as well as the F-test (simultaneous) which is used to assess the overall influence of the independent variables on the dependent variable simultaneously. In addition, the coefficient of determination ( $R^2$ ) is used to determine the proportion of variation in repurchase intention that can be explained by the independent variables in this research model.

## RESULTS AND DISCUSSION

### Respondent Profile

In this study, Respondent data was obtained from 100 individuals who completed a questionnaire according to predetermined criteria. This data includes various characteristics such as gender, age, and occupation. This information is essential for providing a clearer picture of the respondents' profiles and for analyzing the questionnaire results in more depth.

**Table 1. Respondent Profile**

Characteristics	Category	Frequency	Percentage
Gender	Man	16	16%
	Woman	84	84%
Age	<18 Years	4%	4%
	18 - 25 Years	84	84 %

	26 - 35 Years	12	12%
Work	Students	50	50 %
	Businessman	25	25 %
	Employee	21	21 %
	etc	4	4%

Source: Primary Data, 2025

### Statistical Analysis

Before conducting the regression analysis, a series of statistical tests were carried out to ensure that the model used in this study was suitable for further analysis. These tests included validity, reliability, and classical assumption tests to guarantee the accuracy and reliability of the research results.

#### Validity Test

Validity testing is a process used to evaluate the extent to which each item in a questionnaire or scale is able to accurately measure the concept or variable to be measured. Data is considered valid if the rcount value > rtable and the significance value is less than 0.05 (sig < 0.05) the r table value used is 0.196.

**Table 2. Validity Test**

Variables	Question Items	R <sub>count</sub>	R <sub>table</sub>	Information
Brand Ambassador	X1_1	0,752	0,196	VALID
	X1_2	0,709	0,196	VALID
	X1_3	0,744	0,196	VALID
	X1_4	0,737	0,196	VALID
Brand Image	X2_1	0,712	0,196	VALID
	X2_2	0,745	0,196	VALID
	X2_3	0,704	0,196	VALID
	X2_4	0,706	0,196	VALID
Brand Trust	X3_1	0,727	0,196	VALID
	X3_2	0,688	0,196	VALID
	X3_3	0,764	0,196	VALID
	X3_4	0,767	0,196	VALID
Return Purchases	Y1_1	0,741	0,196	VALID

	Y1_2	0,781	0,196	VALID
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Source: Primary Data, 2025

Based on the calculations in the statement, all these instruments are declared valid and feasible and can be used in further analysis.

### Reliability Test

Reliability test is a procedure to measure the extent to which a measuring instrument, such as a questionnaire, is reliable and provides consistent results. The reliability test method used in this study is Cronbach's Alpha ( $\alpha$ ) > 0.6 with SPSS Software version 26 for Windows. The following are the results of the reliability test:

**Table 3. Reliability Test**

Variables	Cronbach Alpha Count	Cronbach's Alpha Minimum	Information
Brand Ambassador(X1)	0,717	0,60	Reliable
Brand Image(X2)	0,685	0,60	Reliable
Brand Trust (X3)	0,718	0,60	Reliable
Repurchase Intention (AND)	0,769	0,60	Reliable

The results of the reliability test show a Cronbach's Alpha ( $\alpha$ ) value > 0.6. This indicates that all of these variables have an adequate level of internal consistency, so they can be considered reliable and meet the criteria for use.

### Classical Assumption Test

The Classical Assumption Test is used to ensure that the regression model used in this study is not biased and meets the criteria for statistical analysis.

### Normality Test

The normality test is carried out to determine whether the data obtained from the study follows a normal distribution or not. The decision is made based on a comparison between the test statistic value and the critical value.

**Table 4. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.48433533	
Most Extreme Differences	Absolute	.074	
	Positive	.070	
	Negative	-.074	
Test Statistic		.074	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.202	
	99% Confidence Interval	Lower Bound	.192
		Upper Bound	.212

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1502173562.

Source: Primary Data, 2025

The results of the normality test show a significance value of Asymp Sig. (2- tailed) of  $0.200 > 0.05$ . Thus, it can be concluded that the data tested is normally distributed.

**Multicollinearity Test**

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. One way to test multicollinearity is to look at the tolerance and Variance Inflation Factor (VIF) values.

**Table 5. Multicollinearity Test**

No	Independent Variables	Collinearity Statistics		Information
		Tolerance	VIF	
1	Brand Ambassador	0,952	1,050	Non-Multicollinearity
2	Brand Image	0,842	1,188	Non-Multicollinearity
3	Brand Trust	0,808	1,237	Non-Multicollinearity

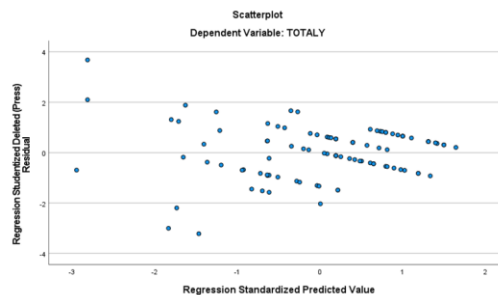
Source: Primary Data, 2025

The results of the multicollinearity test for all variables show a Tolerance value  $> 0.10$  and a VIF value  $< 10$ , so it is concluded that there is no multicollinearity. The independent variables (X1, X2, X3) do not have a high correlation with each other in the model, so the regression results can be considered stable and reliable.

**Heteroscedasticity Test**

The heteroscedasticity test is carried out to check whether the residual variance between one observation and another in the regression model is not the same. The presence or absence of heteroscedasticity is taken based on the significance value where if the significance value  $> (0.05)$

**Table 6. Heteroscedasticity Test**



Source: Primary Data, 2025

The scatterplot image shows the relationship between the studentized residuals and the standardized predicted values in the regression model. This scatterplot aims to check for homoscedasticity, which is the assumption that the residual variance is constant across all levels of predicted values. From this graph, it can be seen that the data points are not randomly distributed but form a specific pattern, tending to narrow on the right side and spread out on the left. This pattern indicates heteroscedasticity.

**Autocorrelation Test**

The autocorrelation test aims to test whether there is a relationship between the nuisance error in period t and the nuisance error in period t-1 in the linear regression model. If the Durbin-Watson (DW) value is close to 2, there is no autocorrelation. However, if the DW value is far from 2 (for example, < 2 or > 2), there is an indication of autocorrelation.

**Table 7. Autocorrelation Test**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.575 <sup>a</sup>	.331	.310	1.507	2.290
a. Predictors: (Constant), Brand Ambassador (X1), Brand Image (X2), dan Brand Trust (X3)					
b. Dependent Variable: Repurchase Intention (Y)					

Source: Primary Data, 2025

The Durbin-Watson (DW) value of 2.290 indicates the absence of autocorrelation in the regression model. This value ranges between 0 and 4, with a value of 2 or close to 2 indicating no first-order autocorrelation.

**Multiple Linear Regression Analysis**

In this study, the method used to analyze the data is multiple linear regression. The purpose of this analysis is to identify and measure the influence of a number of independent variables on the dependent variable.

**Table 8. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.642	3.077		2.159	.033
	Brand Ambassador (X1)	.306	.098	.300	3.114	.002
	Brand Image (X2)	.201	.129	.150	1.550	.124
	Brand Trust (X3)	.221	.128	.166	1.732	.086
a. Dependent Variable: Buy Back (AND)						

From the results of the regression equation above, the conclusion that can be drawn is The constant value of 2.159 indicates that all independent variables, namely Repurchase Intention, Brand Ambassador, Brand Image, and Brand Trust are worth 0, then the value of the dependent variable, namely repurchase intention, will be 2.159.

**Determination Coefficient Test**

The determination coefficient (R2) is used to measure the extent to which the model can explain variations in the dependent variable. Its value is between 0 and 1, which shows how much influence the independent variables have on the dependent variable.

**Table 9. Determination Coefficient Test**

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	.575 <sup>a</sup>	.331	.310
a. Predictors: (Constant), Brand Ambassador (X1), Brand Image (X2), dan Brand Trust (X3)			
b. Dependent Variable: Repurchase Intention (AND)			

In the table above, the value of the coefficient of determination R Square is 0.331. The coefficient of determination can be calculated using the formula  $D = (R^2) \times 100\% = 0.331 \times 100\% = 33.1\%$ . These results indicate that 33.1% of the variation in the dependent variable (Y) can be explained by the independent variables (X1, X2, and X3) together. The remainder, namely  $100\% - 33.1\% = 66.9\%$ , is explained by other factors outside the model.

**F Test**

The F test is used to test how much influence the independent variables, namely Brand Ambassador (X1), Brand Image(X2),Brand Trust (X3) simultaneously have on the dependent variable, namely Repurchase Intention(AND).

**Table 10. F Test ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.838	3	35.946	15.821	<,001 <sup>b</sup>
	Residual	218.122	96	2.272		
	Total	325.960	99			

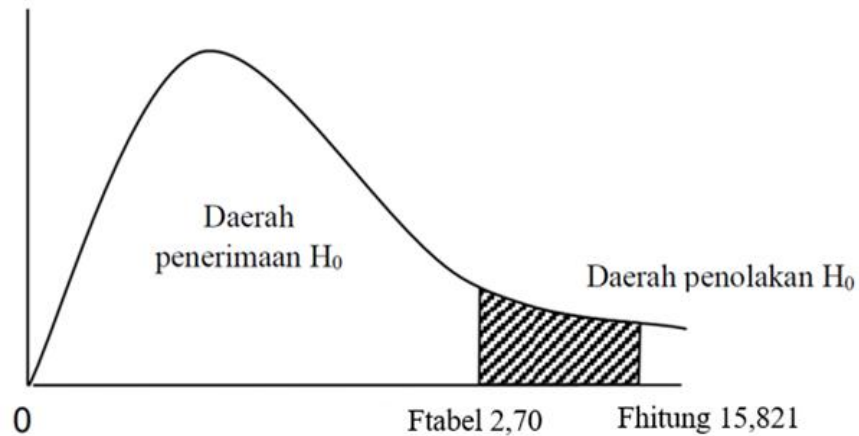
a. Dependent Variable: Repurchase Intention (Y)

b. Predictors: (Constant), Brand Ambassador (X1), Brand Image (X2), dan Brand Trust (X3)

Source: Primary Data, 2025

Based on the table above, it is known that the F value<sub>count</sub>of 15.821 with a Sig. value of 0.000. At a significance level of 5%, the result is significant because the Sig. value (0.000 < 0.05).

**Figure 1. F Test Curve**



It can be concluded that  $F_{count} > F_{table}$  namely  $(15.821 > 2.70)$  and  $H_0$  rejected. This shows that  $H_1$  is accepted, namely that Brand Ambassador (X1), Brand Image (X2), and Brand Trust (X3) simultaneously have a significant effect on Repurchase (Y).

**t-test**

The t-test is a test to measure the individual partial regression coefficient, which aims to determine whether each independent variable, namely Brand Ambassador (X1), Brand Image(X2),Brand Trust (X3) simultaneously have on the dependent variable, namely Repurchase Intention (AND)

**Table 11. t-test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Say.
		B	Std. Error	Beta		
1	(Constant)	6.642	3.077		2.159	.033
	Brand Ambassador (X1)	.306	.098	.300	3.114	.002
	Brand Image(X2)	.201	.129	.150	1.550	.124
	Brand Trust (X3)	.221	.128	.166	1.732	.086

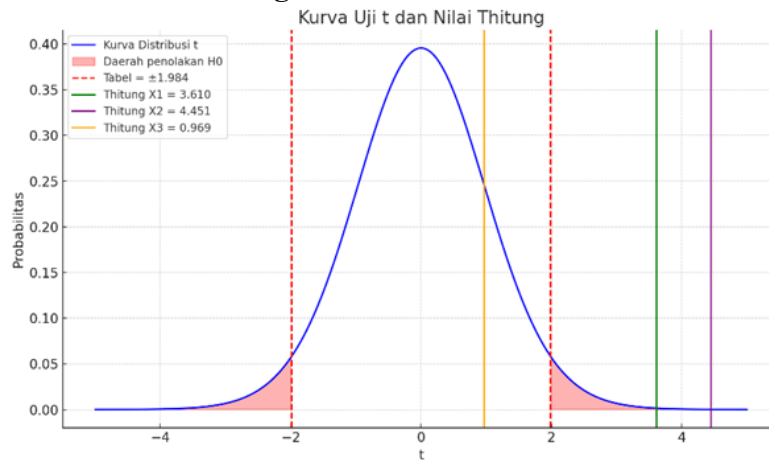
a. Dependent Variable: Buy Back (AND)

Based on the calculation results above, the t-table value at 0.025; 96 is 1.984. The explanation is as follows:

- a) The significance value of the Brand Ambassador variable (X1) is  $0.000 \leq 0.05$  and the t value<sub>count</sub>  $3,610 > t_{table}1.984$ . Then  $H_0$  is rejected and  $H_2$  accepted means Ambassador variable (X1) partially has a significant positive effect on Repurchase (Y)
- b) The significance value of the Brand Image variable (X2) is  $0.000 \geq 0.05$  and the t value<sub>count</sub>  $4,451 > t_{table}1.984$ . Then  $H_0$  is rejected and  $H_3$  accepted means the Brand Image variable (X2) has a partial positive effect on Repurchase (Y)

- c) The significance value of the Brand Trust variable (X3) is  $0.335 \leq 0.05$  and the t value  $t_{count} 0,969 > t_{table} 1.984$ . Then  $H_0$  is accepted and  $H_4$  rejected means that the Brand Trust variable (X3) does not have a partial effect on Repurchase (Y)

Figure 2. t Test Curve



The vertical red line at  $\pm 1.984$  is the limit **table** (significance level  $\alpha = 0.05$  for a two-tailed test). The pink area is  **$H_0$  rejection region**. The dotted vertical line indicates the value **t count** each variable:

**X1** = 3.610 → is outside the  $H_0$  acceptance region → **significant**

**X2** = 4.451 is outside the  $H_0$  acceptance region → **significant**

**X3** = 0.969 → is in the  $H_0$  acceptance region → **insignificant**

### The Influence of Brand Ambassador (X1), Brand Image (X2), and Brand Trust (X3) on Repurchase Intention (Y)

Based on the research that has been carried out, the results of the F test show that  $F_{count} > F_{table}$  namely  $(15.821 > 2.70)$  then it can be stated that the variables Brand Ambassador (X1), Brand Image (X2), and Brand Trust (X3) influence Repurchase (Y). This means explaining that  $H_0$  is rejected while  $H_1$  is accepted. So it can be said that together there is a positive influence between the independent variables namely Brand Ambassador (X1), Brand Image (X2), and Brand Trust (X3) influencing Repurchase (Y) in consumers of aespa edition Nabati products in Surabaya.

### The Influence of Brand Ambassador (X1) on Repurchase Intention (Y)

Based on the data analysis results, consumer repurchase of aespa's Nabati products in Surabaya (Y) was shown to be significantly influenced by the Brand Ambassador variable (X1). The t-test results obtained indicated this, with a t-value of  $< 0.05 \cdot t_{count} 3,610 > t_{table} 1.984$ . and has a significance level of  $0.000 \leq 0.05$ . This finding shows that Brand Ambassador (X1) significantly influences Repurchase (Y), The presence or involvement of Aespa Brand Ambassador is proven to be able to increase consumer interest in repurchasing Aespa's Nabati products in Surabaya. The selection of Aespa as a Brand Ambassador can be considered an effective marketing strategy in building long-term relationships with consumers and encouraging repurchases.

### **The Influence of Brand Image (X2) on Repurchase Intention (Y)**

Based on the results of the data analysis, it is known that the Brand Image variable (X2) has a significance value of 4.451, which is greater than the specified significance level (0.05). This shows that statistically, the Brand Image variable has a significant influence on Repurchase Behavior (Y). In addition, the  $t\text{-value}_{count}$  is 0.000 less than  $t_{table}$  of 1.984, further strengthening the conclusion that the Brand Image variable has a partial influence on repurchase behavior. Brands with a strong image are able to differentiate themselves from competitors, strengthen customer loyalty, and ultimately increase repurchase intentions on an ongoing basis. Therefore, it can be concluded that strengthening brand image is an important strategy in retaining consumers and maintaining product existence in the market.

### **The Effect of Brand Trust (X3) on Repurchase Intention (Y)**

Based on the results of the data analysis, it is known that the Brand Trust variable (X3) has a significance value of 0.335, which is greater than the specified significance level (0.05). This indicates that statistically, the Brand Trust variable does not have a significant influence on Repurchase Behavior (Y). In addition, the  $t\text{-value}_{count}$  is 0.969 smaller than  $t_{table}$  of 1.984, further strengthening the conclusion that the Brand Trust variable has no partial effect on repurchase behavior. This finding indicates that although consumers may have a certain level of trust in a brand, this does not necessarily directly encourage consumers to make repeat purchases.

### **CONCLUSION**

This study found that the brand ambassador and brand image variables partially influence repurchase, while the brand trust variable does not. However, simultaneously, all three variables have an influence on repurchase. Based on the results of this study, companies can increase repurchase by strengthening the role of credible and inspiring brand ambassadors, building a positive brand image through consistent communication and engaging storytelling, and increasing consumer trust (brand trust) through maintained product quality and satisfactory after-sales service. Companies are also advised to implement an integrated marketing strategy by optimizing the presence of influencers, loyalty programs, and engaging digital interactions through social media and online shopping platforms to strengthen long-term relationships with consumers and encourage repeat purchase decisions.

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